



# SHARING YOUR FARM TO CAMPUS STORY

Ian Finch, UM Farm to College Coordinator  
January 20, 2011



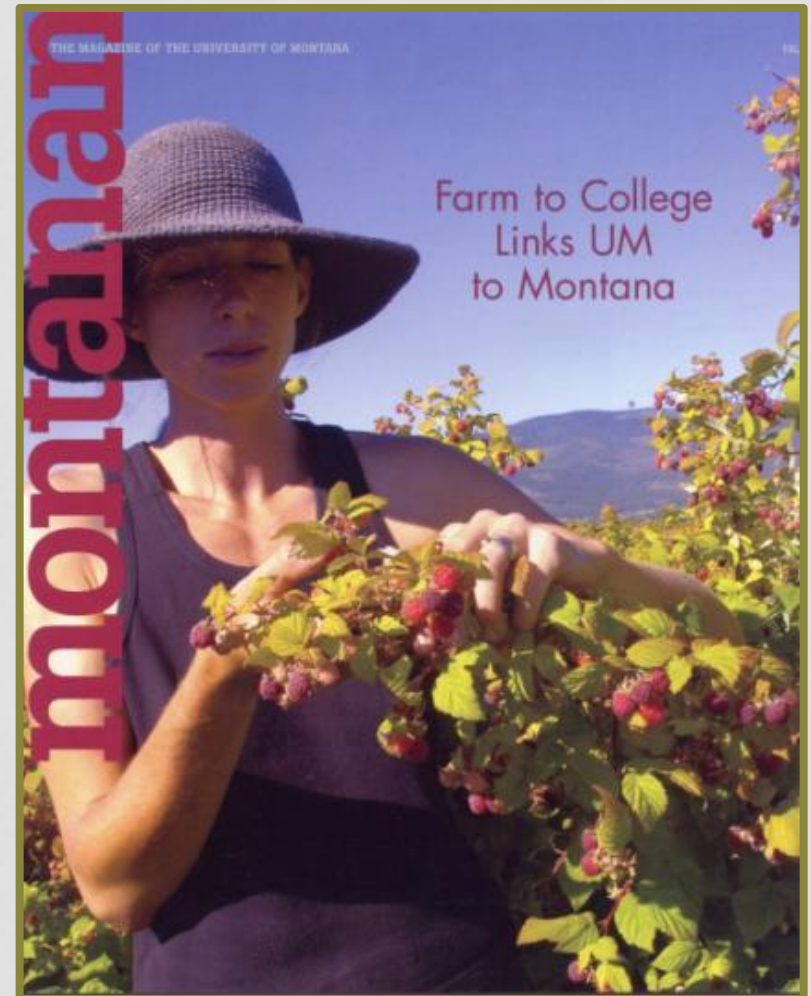
Louisville Farm to Campus Summit



# GETTING THE MESSAGE OUT

## Roadmap:

- The UM Farm to College Program Defined
- Signage
- The Media
- Special Events
- Education
- Networking and Collaboration





# OUR MISSION

- Support agricultural development
- Support economic development
- Educate campus guests about Montana food and farming
- Strengthen Connections between UM, our partner organizations, and our community
- Reduce our environmental impact





# What defines an FTC product?

Montana-produced food products meeting one or more of the following:



- 1) Raised, grown, or wild harvested in Montana or is unique to the state.
- 2) Processed or manufactured by a Montana owned business, and/or
- 3) Processed or manufactured by any business that primarily uses raw materials from Montana.

# BRAND RECOGNITION





# SIGNAGE

## UM FARM TO COLLEGE FALL FEASTIVAL

CELEBRATING MONTANA'S FOOD CYCLE  
SEPTEMBER 16, 2010

### MENU

#### Grass Fed Beef

Roasted rib, loin and round cuts  
Fire grilled loin, rib and flank steaks  
Braised round, brisket, and short ribs

#### Ranger Chicken

Roasted breast stuffed with a duxelle of foraged wild mushrooms  
Braised leg and thigh



### Peach Raspberry Phyllo Cups

\* Soy, Gluten  
Vegan

Western Montana Co-op • Arlee, MT  
Robins Orchard • Ronan, MT

*University Catering Services*  
The University of Montana







# SIGNAGE

## UDS Garden

Organic and heirloom seeds were selected for their high producing, disease resistance, and cold hardy characteristics.



UNIVERSITY BIODIVERSITY SERVICES

SONY



# SIGNAGE

Think about how to  
get signage off  
campus...







# CO-BRANDING



## IRON KETTLE

"Original"  
Flavor

## BBQ Sauce

\*OFFICIAL TAILGATE  
SAUCE\*

12 fluid oz. (355 ml)

Refrigerate after opening.

Ingredients: Tomato Concentrate (Tomatoes, High Fructose Corn Syrup, Distilled Vinegar, Corn Syrup, Salt, Less than 2% of Onion Powder, Garlic Powder, Natural Flavorings), Brown Sugar, Worcestershire Sauce (Distilled Vinegar, Molasses, Corn Syrup, Water, Salt, Caramel Color, Sugar, Spices, Anchovy Puree, Natural Flavor (contains soy) and Tamarind), Smoke Flavoring, Garlic Powder, Spices.

### Nutrition Facts

Serving Size 2 oz. (57g)  
Servings per Container 6

Amount per Serving

Calories 70 Calories from Fat 0

% Daily Value\*

Total Fat 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

Cholesterol 0mg 0%

Sodium 530mg 22%

Total Carbohydrate 17g 6%

Dietary Fiber 0g 0%

Sugars 17g

Protein 0g

Vitamin A 0% • Vitamin C 0%

Calcium 0% • Iron 2%

\*Percent Daily Values are based on a 2,000

calorie diet. Your daily values may be higher

or lower depending on your calorie needs.

Calories 2,000 2,500

Total Fat Less than 65g 80g

Sat Fat Less than 20g 25g

Cholesterol Less than 300mg 300mg

Sodium Less than 2,400mg 2,400mg

Total Carbohydrate 300g 375g

Dietary Fiber 25g 30g

Calories per gram

Fat 9 • Carbohydrates 4 • Protein 4



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# THE MEDIA

- Meet the press!





# THE MEDIA



University Dining Services  
Press Release – Campus and Local  
Contact: Jerry O'Malley, Director of Marketing, 243-6433

FOR IMMEDIATE RELEASE: June 10, 2009

## ***The University of Montana Dining Services Takes First Prize in International Competition***

The University of Montana Dining Services continues to enhance its reputation as a national culinary force. The National Association of College and University Foods Services (NACUFS) awarded First Place for University Dining Services' (UDS) entry in their **2009 Best Local Foods Recipe** competition. Executive Chef Tom Siegel's recipe for **Hutterite Chicken and Big Sky Mushroom Ragout** was awarded top honors over a very competitive national field.

The recipe highlights UDS' commitment to growing relationships with local food producers. The recipe contains foods from:

- The New Rockport Hutterite Colony in Choteau
- Meadow Gold Dairy in Great Falls
- Garden City Fungi in Missoula
- Western Montana Growers' Cooperative in Astoria





# THE MEDIA

missoulian.com/news/local/article\_1a7ddd58-e015-11e0-8833-001cc4c002e0.html

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LOCAL NEWS MONTANA & REGIONAL NATION WORLD BUSINESS MT INBUSINESS STRANGE

**BREAKING NEWS:** Griz lead Northern Colorado 37-36 at halftime

**HOT TOPICS:** SCHOOL CLOSURES LION KILLED ROMNEY MOOSE HUNT UM RAPE FORUM OCCUP

Home / News / News

## Feast celebrates UM Farm to College local food program

Story Discussion Video Image (3) Font Size:

By JOE NICKELL of the Missoulian | Posted: Thursday, September 15, 2011 10:30 pm | No Comments Posted

5 retweet Recommend Be the first of your friends to recommend this.



MICHAEL GALLACHER/Missoulian Buy this photo

On Thursday night, a hungry crowd of community members and University of Montana students gathered on the UM Oval to feast on a smorgasbord of gourmet-style dishes that belie the humdrum reputation of college cafeteria food.

There were dishes of organic tofu tossed with garden vegetables, grass-fed beef flank steak topped with a sauce of roasted shallots, heirloom tomatoes, grilled fruit and an array of other dishes incorporating fresh ingredients that some in attendance had probably never even heard of.

UM Farm to College 'Celebrating Montana's Food Cycle' - Windows Internet Explorer

http://missoulian.com/entertainment/article\_c60e810c-bceb-11d1-945f-001cc4c03286.html

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MUSIC ART & THEATRE MOVIES BOOKS TRAVEL & RECREATION FOOD & DRINK GAMES EVENTS CALENDAR TV LISTINGS CONTESTS CELEBRITY NEWS

**BREAKING NEWS:** Second megaload reaches milepost 180 on Highway 12, 14 miles from Montana


Home Entertainer

## UM Farm to College 'Celebrating Montana's Food Cycle'

Story Discussion Print Size

By the Missoulian | Posted: Friday, September 16, 2011 1:00 am | No Comments Posted

Recommend Be the first of your friends to recommend this.



Singing Sons of Beaches will provide live entertainment on the UM Oval during 'Fall Festival: Celebrating Montana's Food Cycle' promotional photo.

The University of Montana Farm to College "Fall Festival: Celebrating Montana's Food Cycle" will be held from 4:30 to 7 p.m. Thursday, Sept. 16, on the UM Oval.

The event will provide students, faculty and staff with a holistic view of Montana's agricultural food cycle. It is the culmination of more than a year's planning and cooperation with 23 Montana food-producing partners. Montana's own vocal trio the Singing Sons of Beaches will provide live entertainment during the festivities.

UM students with resident meal plans can purchase dinner at the Festival for \$3.25 using their Griz Cards. The cost for those with a Commuter Meal Plan is \$7.50. The cost for faculty, staff and all others 13 and older is \$9.75. Children ages 5 to 12 can purchase dinner for \$6, and the cost for children 4 and under is \$1.50.

Nearly 99 percent of the items on the menu will be provided by local farmers, ranchers and food producers. Preparations to grow and raise the food for the feast began in April 2009. University Dining Services has been documenting the development of the livestock and growth of the crops raised specifically for this feast. Crop and livestock progress can be viewed on the UDS website at [www.life.umt.edu/dining](http://www.life.umt.edu/dining).

"The goal of this meal is to celebrate the success of the UM Farm to College Program and to raise public and student awareness about the time and effort required to produce the food we eat each day," said Mark LoPanco, director of University Dining Services.

Prudential Montana Real Estate 30° F

Current Conditions: Clearing (Flight Info)

Liquid Planet recommends a Lavender Latte today.

Flyerboard

YOUR FLYER HERE

"Always Quality First"

Local advertising by PaperG

### Most Popular

Most Read Most Commented Facebook

- SAURBIT-STONE KILL TO BE SCRAPPED
- Shots fired in downtown Missoula altercation early Sunday



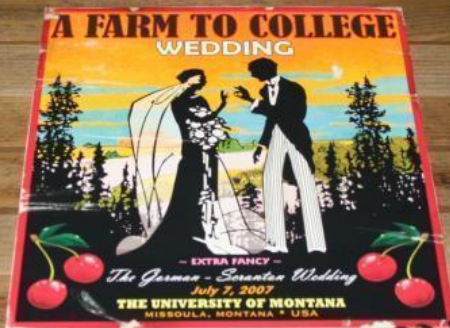


# MEDIA GONE WILD





# SPECIAL EVENTS



## Farmers Market Dinner a UM Farm to College Event

Thursday, Sept. 18th

The UC Food Court

4:30 p.m to 7:00 p.m.



On the MENU

Big Sky Quesadilla

BBQ Pork Sandwich

Grilled Farmers Market Vegetable Sandwich

Fresh Farmers Market Salad Bar

and more...

WHY EAT LOCAL FOODS?

Strengthen YOUR Economy

Support YOUR Community

Taste the Difference!



The University of Montana  
The University of Montana - Missoula







# SPECIAL EVENTS






# SPECIAL EVENTS


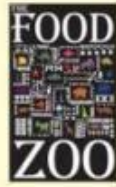
- Special meals in our Board Plan Dining Room




## FARM TO COLLEGE OMELET BAR



**Wednesday  
Sept. 10, 2008  
11:00 am - 1:30 pm**









# SPECIAL EVENTS







# EDUCATION

Issue 6  
5/09/2008

THE UNIVERSITY OF MONTANA  
DINING SERVICES

## UM Farm to College Newsletter

The "Green" Edition



### The Food Zoo - LIVING LA VIDA LOCA(L)



The Food Zoo did an outstanding job featuring locally produced food items during Earth Week. A special "Local Food Feast" menu was offered for lunch and dinner on Earth Day. The "Green Man Group" also showed off their lean, mean and green personas with a omelet bar featuring Montana produced and organic foods.



### Campus Local Food Culinary Challenge



Four students from the College of Technology, (l-r) Kidron Cobb, Charles, Cain, Craig Goroski and Blaise Huntley competed in the Campus Local Food Culinary Challenge. These competitors created two delicious meals using a market basket full of local foods. Awards were given for their efforts.

**Fantastic Job UM Dining Services for your hard work during Earth Week 2008!!!!**  
YOUR DEDICATION TO LOCAL FOODS WAS HIGHLIGHTED THROUGHOUT THE WEEK

### Cooking Demo with Dixon Melons

As part of the Earth Week Celebrations, UDS Executive Chef Tom Siegel demonstrated how to prepare Chilled Cantaloupe Cucumber Soup garnished with Cantaloupe Mint Sorbetto using Dixon Melons. The melons were preserved last summer by UDS Catering so they could be enjoyed long after melon season ends. Chef Siegel discussed how to make these recipes and how to preserve fresh fruit so Montana's bounty can be enjoyed all year round. Students lined up to listen and try these fabulous recipes.



Winner of the Montana Morning Gift Bag is Randiea Mangos. She received her gift in a Dining Services reusable enviro-bag.



A UM Farm to College Display was set up during Earth Week in the UC atrium. Information about the program was featured, as well as an opportunity to win a Montana Morning Gift Bag full of breakfast treats from our great state! The gift bag included granola, dried cherries, syrup, tea, and more.

### Quote of the Month

"We have so much in common, we both love soup."  
Anna Nicole Smith  
(describing the depth of her relationship with her husband)

### Inside This Issue

- A Garden?
- A Letter From Our Director
- Residential Operations
- Our New Executive Chef
- Getting to Know Them
- Retail Operations
- The Training Corner
- In a Nutshell



### Our Mission Statement

University Dining Services enriches the campus community through outstanding cuisine and guest service as we gather for dining, learning, and celebrating.

May 2011

## Staff Stew

University Dining Services Employee Newsletter

A Letter From Our Director

Mark S. LoParco

### A Garden?

Why a garden one might ask? I thought we were food service people? Well, that's a fair question and one that I am happy to answer. We are food service people... but we ply our wares on a university campus. That distinction requires that what we do and how we do it must complement

the academic mission of UM.

Therefore, we are here to nourish and educate our students, faculty, and staff. Almost

all of you work with students and thus are directly involved in a student's educational pursuit. It may

be as a direct supervisor teaching

appropriate work skills, in a passive way simply by being observed as you work, teaching effective leadership skills by example, or talking with our guests about the local foods we serve. In all cases, our students are listening, watching, and learning; sometimes

what to do and sometimes what not to do. So, we must seek to set a good example. And that's where growing tomatoes, peppers, strawberries, plums, basil, beets, beans, Buffalo

Berries and much more come in.

For 18 ½ years, I watched the space outside my office go to waste and for at least 10 of those years I was thinking "greenhouse." But then I reminded myself that one really must learn to walk before one can run, and that thought led to raised bed gardens and reclaiming unused space. So we walk for now... just not slow!

The main purpose of the UDS Garden Project is: to create a demonstration model for a sustainable closed-loop food production system which produces food for our guests.

Closed-loop means that there will be zero food miles and that all pre and post-consumer garden waste will be dehydrated and/or composted and reused as soil enhancement for the garden plot. We will use organic and heirloom seeds and save seeds for replanting, plant native fruit trees and berries, capture rain water for drip irrigation, and employ organic



continued...

\*The mission of this newsletter is to create better communication about the UM Farm to College Program. Please make suggestions or report any news you would like to see here with the purchasing office!

FTC Newsletter is published by Sarah Kester and David Optiz, - University Dining Services Purchasing Office, University Center, Room 150, Missoula, MT 59812





# EDUCATION





# EDUCATION

- National Nutrition Month made into a homegrown “Food Literacy Month”



**UM Food Literacy Project**

**Become an informed consumer.**

**Eat.  
Think.  
Learn.  
Repeat.**





# EDUCATION

## SOME FOOD FOR THOUGHT



### A Discussion on Food & Sustainable Living

UDS staff and UM students, meet to discuss sustainable food systems and choices for sustainable living.

An opportunity to gain insight into perceptions, philosophies, and expectations as they relate to the sustainable business practices of UDS.

### COURSE OPTIONS:

#### MENU FOR THE FUTURE

February 11th - March 25th (Wednesdays)  
4:00 p.m. - 5:30 p.m.  
La Peak

#### CHOICES FOR SUSTAINABLE LIVING

February 12th - March 26th (Thursdays)  
4:00 p.m. - 5:30 p.m.  
La Peak

*This is a Non-Credit Course*

UDS will make the initial purchase of all books. Participants will have the option of using the book at no cost, or purchasing it for their own collection.

For details and to sign up, go to [www.umt.edu/uds](http://www.umt.edu/uds)  
or call Lianna at 243-4042



DISCUSSION COURSE ON

## MENU FOR THE FUTURE

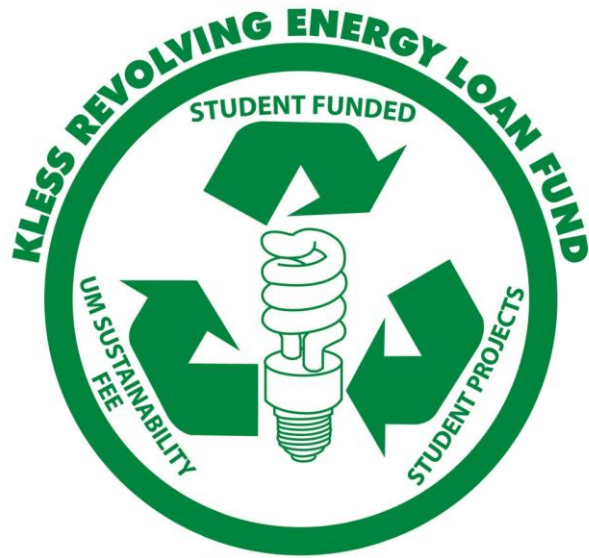
*The act of putting into your mouth what the Earth has grown is perhaps your most direct interaction with the Earth.*

-FRANCES MOORE LAPPÉ





# NETWORKING AND COLLABORATION





# NETWORKING AND COLLABORATION

1. Grow Montana
2. Western Sustainability Exchange
3. Eat Smart Coalition of Missoula
4. Alternative Energy Resource Organization
5. Missoula Community Food and Agriculture Coalition
6. Program in Ecological Agriculture and Society (PEAS) Farm
7. Food Circle





THANK YOU! ANY QUESTIONS?

